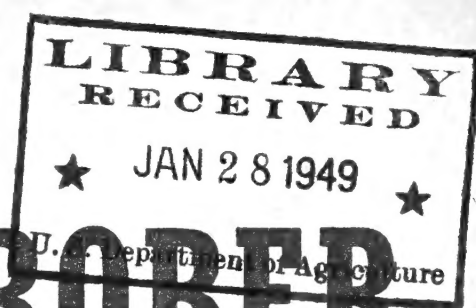


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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1947/48



PETER ROBER

NURSERY LTD.

Wholesale Growers
of
DECIDUOUS FRUIT & NUT TREES



**708 West Bodger St.
EL MONTE, CALIF.**

BUdlong 8-9361

"Since 1918"

INTRODUCTION



For nearly a quarter of a century The Peter Rober Nursey has been in this same location and has spent all of its time and effort in growing only the best deciduous nursery stock available. Our trees have proven satisfactory to our customers for the past years of service. We assure our patrons we will leave nothing undone to please them.

Peter Rober, personally, has had fifty years of experience in the nursery business.

Our fruit trees are available on Peach, Apricot, and Myrobolon root. If a certain root system is desired, please state on your order sheet. Apricot root stock is resistant to Nemetode and Crown Gall.

The greatest care is taken in selecting buds and scions from only healthy and well-bearing trees. Our trees are free from insect pests and disease.



G U A R A N T E E ———

We guarantee our stock to be true to name and as described. Any stock proving otherwise will be replaced or the purchase price will be refunded. In no case shall we be liable for any sum greater than the purchase price.



— **MEMBER** —

Southern California
Nurserymen's Association

PETER ROBER NURSERY, LTD.

EL MONTE, CALIFORNIA

PEACH — Freestone

BABCOCK—Smooth, fuzzless peach with red cheek. White flesh. Richly flavored. Ripens in mid-June. For table use.

EARLY ELBERTA—Similar to the regular Elberta. Oval peach with yellow flesh. Heavy producer. Ripens in early July. For canning and table use.

AUSTRALIAN SAUCER—White, flat-shaped peach with white flesh. Very sweet and juicy. Ripens early in Mid-June. For table use.

EARLY IMPERIAL—Yellow skinned peach with crimson cheek. Yellow flesh. Good for commercial and home use. Ripens in late June.

C. O. SMITH—Similar to the Babcock, only lighter in color. Ripens few days later. Heavy producer.

EARLY CRAWFORD—Large, round golden-colored peach with red cheek. Yellow flesh. Ripens in early July. For canning and table use.

GEORGE IV.—Large, white peach with touch of red. White flesh. Heavy producer. Ripens in July. For canning.

STRAWBERRY FREE—Medium-sized, white peach with reddish tinge. Crimson flesh. Ripens in July. For table use.

ELBERTA—Large, oval, yellow peach with red cheeks. Firm, yellow flesh. Known as the best canning peach. Ripens in early August.

J. H. Hale—Very large, round yellow peach with reddish tinge. Yellow flesh. Excellent canning peach. Ripens in mid-August.

LOVELL—Large, round, yellow peach with yellow flesh. Very fleshy. Ripens in late August. Excellent for canning and table use.

CURRY SEEDLING—Large, round, yellow peach with red cheek. Yellow flesh. Very good canning peach. Ripens in early September.

SALWAY—Large, oval-shaped, yellow-shaded, red peach. Yellow flesh. Richly flavored. Ripens in late September. Good for canning and table use.

MILLAR'S LATE—Medium-sized, yellow peach with yellow flesh. Good producer. Ripens in November. For table and canning use.

RIO OSO GEM—New patented peach. 10c higher than other peaches. Similar to J. H. Hale in appearance. Ripens two weeks later, in late August. Good canning peach.

GOLDEN JUBILEE—Medium, yellow peach with crimson tinge. Dark yellow flesh. Ripens in late June. For canning and table use.

INDIAN BLOOD FREE—Medium-dull reddish peach with red flesh. Excellent flavor. Ripens in mid-August.

THE NEWCAL PEACH—A heavy producing new variety. Bears second year after planting. Medium oval Peach, yellow in color and ripens in mid-August. Absolutely freestone.

HERMOSA—A medium-large, white fleshed freestone. Cross between Babcock and J. H. Hale. Very low in acidity, very juicy. Heavy bearer. Vigorous grower. Ripens in mid-July. Use for eating and canning.

NEW FREESTONE PEACH

JULIANNA—A very highly, reddish-colored peach. Large and flat in appearance. Yellow, juicy flesh. Heavy producer. Ripens in mid-July. Excellent for canning and table use.

CLINGSTONE PEACHES

Cling Peaches Are All Good Canning Peaches

TUSCAN CLING—Medium, round, yellow peach shaded with red. Firm, yellow flesh. Heavy producer. Ripens in mid-July.

SIMS CLING—Large, round yellow cling peach. Firm yellow flesh. Best canning cling peach. Ripens in late August.

PHILLIPPS CLING—Large, roundish, yellow peach. Similar to the Sims Cling. Ripens few days later than the Sims.

ORANGE CLING—Very large, orange-yellow cling peach with yellow flesh. Excellent flavor. Good for home canning. Ripens in late August.

WHITE HEATH CLING—Large, round, creamy white cling peach. Sweet, juicy white flesh. Ripens in early September.

STRAWBERRY OR McCLURE CLING—Large, light yellow cling peach with bright red cheek. White flesh, reddish near pit. Excellent flavor. Ripens in late August.

INDIAN BLOOD CLING—Medium, dull-reddish colored peach with red flesh. Ripens in early September.

NEW CLINGSTONE PEACH

MILLS CLING PEACH—A very large yellow cling with bright red cheek. Firm yellow flesh. Reddish near pit. Excellent flavor. Ripens about October 1st.

Introducing **HOWARD MIRACLE PLUM . . .**

The introduction of the "Miracle" Plum into commerce marks an epoch in the advance of fine fruits for the table. The delicious flavor, the beautiful appearance, the great size, firm amber flesh and miniature seed, place the "Miracle" Plum in a class by itself.

To qualify the taste is impossible, because there never was a fruit with a flavor like it. Those fortunate enough to have partaken of this fruit offer the most varied comments. Some say the taste is like a combination of plum and pineapple, others compare the taste to plum and nectarine combined, yet none are correct. Invariably, after tasting the "Miracle" Plum comes the exclamation: "This fruit is truly a miracle. No other fruit has ever tasted like it."

Fifteen Cents Royalty Will Be Added to Each Tree

EL MONTE, CALIFORNIA

HOWARD MIRACLE PLUM . . .

PLANT PATENT APPLIED FOR

The Most Sensational Novelty of a Decade



(Actual Size Photo)

PLUMS

SANTA ROSA—Large, red plum with yellow flesh. Very good for eating and canning purposes. Ripens in late June. (Excellent pollinator for Satsuma.)

SATSUMA—Large, dark red plum with dark red flesh. Good producer. Very popular canning plum. Ripens in July.

IMPROVED SATSUMA—Very large, blood red plum with red flesh. Ripens a week later than the regular Satsuma.

BURBANK—Large, very dark red skinned plum with yellow flesh. Heavy producer. Ripens in July.

WICKSON—Large, yellow-crimson shaded plum with deep yellow flesh. Excellent for eating. Ripens in early mid-July.

GREEN GAGE—Medium, greenish-yellow plum with yellowish green flesh. Excellent eating plum. Ripens in July.

KELSEY—Very large, heart-shaped, yellow plum with red cheek. Yellow flesh. Fine flavor. Good producer. Ripens in early September.

BLUE DAMSON—Small, purplish blue plum with yellow flesh. Famous for making preserves. Heavy producer. Ripens in September.

BECKY SMITH—Large, round, red plum with reddish flesh. Last plum to ripen. Splendid eating plum. Ripens in late September.

ELDORADO—A large, solid, dark purple plum with yellow flesh. Good producer. Ripens about July 20. Good for canning and eating.

APEX PLUMCOTT—Large, round, golden-colored plum. It is a cross between the plum and apricot. Ripens in early June.

PRUNES

TRAGEDY—Very large, dark purple prune with yellowish-green flesh. Rich flavor. Fine for table use. Ripens in July.

SUGAR—Medium, dark purple prune with yellow flesh. Very sweet and juicy. Excellent for canning. Ripens in late July.

BURTON—A large, light-purplish green prune with greenish flesh. A very heavy producer. Sure crop every year. Ripens about August 15.

FRENCH—Large, oval-shaped, deep purple prune with greenish yellow flesh. Good producer. Ripens in early September.

APRICOTS

EARLY NEWCASTLE—Medium-sized, round orange colored fruit. Excellent flavor. Ripens the first part of June.

ROYAL—Large, round, deep yellow fruit with orange colored flesh. Heavy producer. Best variety of all. Ripens in mid-June.

BLLENHEIM—Similar to the Royal. Ripens a few days later.

TILTON—Very large, heart-shaped apricot. Highly flavored. Ripens in late June.

MOORPARK—Very large, oval shaped apricot. Deep orange color with reddish tinge. Orange flesh. Ripens in early July.

NECTARINES

GOWER—Large, round, pale green fruit with reddish tinge. White flesh. Ripens in early June.

STANWICK—Very large, pale green fruit with a purplish red tinge. White flesh. Very sweet and juicy. Ripens in early August.

GOLDMINE—Large, bright red and yellow fruit with white flesh. Excellent flavor. Heavy producer. Ripens in early August.

APPLES

5c Higher Per Grade

✓ **WINTER BANANA**—Very large, round apple. Yellow in color. Good producer. For home use. Ripens in August and September.

✓ **YELLOW BELLFLOWER**—Large, oblong, yellow apple with a reddish cheek. Good bearer. Ripens in October.

✓ **WHITE PERMAIN**—Medium-sized, yellowish green apple. Good producer for home use. Ripens in November.

✓ **DELICIOUS**—Large, conical, brilliant red apple tinged with yellow. Flesh very juicy and crisp. Ripens in November.

✓ **WHITE ASTRACHAN**—A large greenish-white apple. Very hardy tree and vigorous grower. Flesh highly acid, making it a good cooking apple. Does well along the coast. Ripens in September.

CRAB APPLES

5c Higher Per Grade

✓ **TRANSCENDENT**—Medium-sized, yellow-striped with red cheeks. Excellent for jelly and preserves. Ripens in August. Heavy producer.

✓ **RED SIBERIAN**—Small, red crab apple. Heavy producer. Ripens in September.

ALMONDS

✓ **DRAKE**—Medium-sized, round soft shelled almond. Good pollinator for Nonpareil.

✓ **I. X. L.**—Large, soft-shelled almond. Good producer.

✓ **MISSION**—Small, soft shelled almond. Good producer. Good pollinator for other varieties.

✓ **NONPAREIL**—Medium-sized, paper skin shelled almond. California's best commercial almond.

✓ **NE PLUS**—Large, oblong, soft-shelled almond. Fair producer. Good pollinator for Nonpareil.

PEARS

5c Higher Per Grade

✓ **BARTLETT**—Large, golden yellow fruit shaded with red. Very juicy. Heavy producer and grower. Ripens in August.

✓ **BEURRE D'ANJOU**—Large, yellow fruit shaded with reddish brown tinge. Good pollinator for Bartlett. Ripens in late September.

✓ **WINTER NELLIS**—Medium-sized, dull russet fruit with yellowish white flesh. Heavy bearer in this region. Ripens in early December.

QUINCE

✓ **PINEAPPLE QUINCE**—Large, round, short-necked golden-yellow fruit. Aroma of Pineapple. Good for jelly. Ripens in September.

CHERRY

5c Higher Per Grade

✓ **ENGLISH MORELLA**—Large, dark wine-red fruit. Very juicy. Good sour cherry for this region. Ripens in July.

✓ **BING**—Large, black fruit with firm flesh. Good for canning. Ripens in June.

✓ **ROYAL ANNE**—Large, light yellow fruit with red cheeks. Flesh firm and sweet. Good for canning. Ripens in late June.

✓ **BLACK TARTARIAN**—Large, purplish-black fruit with juicy flesh. Good pollinizer for Bing and other sweet cherries. Ripens in early June.

FIGS

✓ **BLACK MISSION**—Fair size, long-necked, dark purple fruit with brownish red flesh. Heavy bearer and good grower.

✓ **BROWN TURKEY**—Large, dark purplish-red color with strawberry-red flesh. Earliest to ripen and bears until it frosts.

✓ **WHITE KADOTA**—Medium-sized, yellowish green skin with yellow flesh. Best white fig. Good for all purposes. Ripens from August to November.

FLOWERING PEACH

5c Higher Per Grade

EARLY RED—Earliest of all flowering peaches. Blooms in late January.

EARLY PINK—Beautiful bright pink blossoms. Blooms in early February.

LATE RED—Blossoms similar to the Early Red. Blooms in late February.

VARIEGATED—So named because of its red and white blossoms. Blooms in mid-March.

ROSE PINK—Large, double rose pink blossoms.

WHITE—A beautiful white flower. Blooms in early April.

LATE PINK—Last of the flowering peaches to bloom. Similar in color to the Early Pink. Blooms in mid-April.

FLOWERING PLUM

PRUNUS PISSARDII—A beautiful purple leafed, deciduous shade tree. Bears reddish colored edible fruit. Blooms in February.

WALNUTS

PLACENTIA—Large, round smooth nut with a thin shell. Very good producer. California's best known walnut.

EUREKA—Very large, oblong-shaped nut. Very hardy and vigorous grower. A late bloomer and not subject to frost.

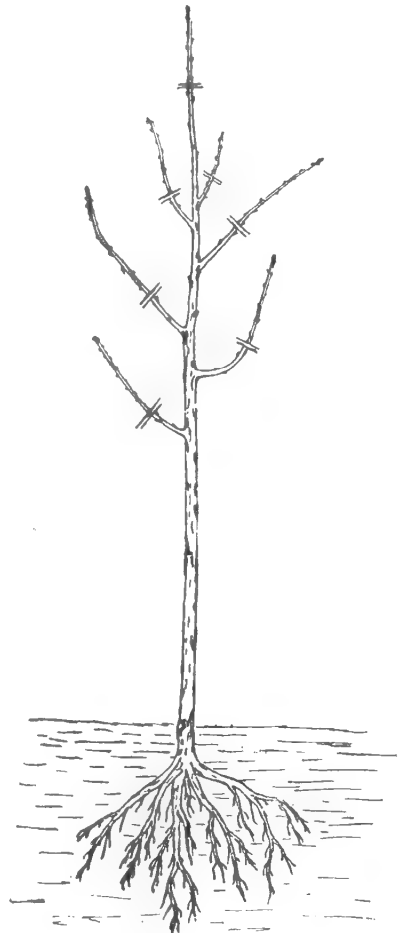
PAYNE—Large, roundish-shaped nut. Similar in appearance to Placentia. Good variety for home planting. Takes up little space. Heavy producer. Bears from 2-3 years after planting.

POMEGRANATE

WONDERFUL—The finest variety of this ornamental and fruiting bushy shrub. Yellow-green leaves, brilliant red flowers, followed by round reddish fruits. Cracked open, the red sections are fine for salads and fruit cups. The hotter the climate the better for this attractive shrub.

HOW TO REACH US . . .

Turn North on Hoyt Avenue from Garvey Boulevard one block to Bodger Avenue. One-half block west.



PLANTING TIPS

For best results, we recommend the trees to be pruned back to 3-4 buds on each branch, as shown in the above figure, because the roots have been cut and there is not sufficient strength to support the growth of the tree.

We urgently recommend that trees do **NOT** be fertilized when planting. After growth is well developed, light fertilizing can be applied on the surface. It would be well to emphasize these facts to your customers.

SERVICE INFORMATION

DELIVERIES of our trees will be made about January 1st, free of charge in Southern California. When trees are received they should be placed in bins of soil or in a mixture of pine shavings and soil and thoroughly watered. Do not use redwood shavings. Please do not let the roots be exposed to the air and sun.

FOR LARGE QUANTITIES of any one variety, write or wire us for special quotations.

COMPLAINTS: Claims or complaints should be made within ten days after receipt of shipment. Every possible effort will be made to effect a satisfactory adjustment.

We reserve the right to substitute grades when necessary and the difference is not too great.

TERMS: 60 days net from date of shipment to those with established credit. To unknown parties . . . cash, security, or satisfactory business reference is required. Orders to be sent C.O.D. should be accompanied by one-half cash.

Interest will be charged on past due accounts.

Price List for 1947-48

FRUIT TREES

WALNUT TREES

HEIGHT	CALIPER		HEIGHT		
3 - 4'	$\frac{3}{8}$ to $\frac{1}{2}$ "	@.....	4 - 6'	@.....	\$1.50
4 - 6'	$\frac{1}{2}$ to $\frac{5}{8}$ "	@.....	6 - 8'	@.....	\$1.75
6 - 8'	$\frac{5}{8}$ to $\frac{11}{16}$ "	@.....	8 - 10'	@.....	\$2.00
6 - 8x'	$\frac{11}{16}$ to 1"	@.....			

Fruit Trees subject to drop in price.

